NOBI
North German Network for the Professional Integration of Immigrants

- 5 similar projects in other regions of Germany
- Participation of 4 Federal States: Schleswig-Holstein, Mecklenburg-Western Pommerania, Bremen, Hamburg
- 12 partners (SH: 1, MWP: 2, HB: 1, HH: 8 + coordination), non-governmental

Basic figures of immigration in Germany

- About 7.3 million foreigners → 8.9% of population
- 97% in former Western Germany
- Turkish > Italian > former Yugoslavians > Greek > Polish
- Unemployment twice of that among native Germans
Aims of NOBI

⇒ To integrate immigrants into the job market in order to make use of their potential
⇒ To increase the employment of immigrants
⇒ To improve the opportunities for their qualification and to enhance the number of qualified immigrants
⇒ To establish structures on the job market that offer equal opportunity employment
⇒ To sensitize decision makers for discriminations on the job market

NOBI fields of activity and projects

⇒ assessment of educational requirements
⇒ development of assessment methods for competence evaluation
⇒ improvement of information and counselling structures
⇒ support of job-related German language training
⇒ improvement of success rates of start-ups (long-term measure to increase the number of jobs)

2 projects
Q.net project (AWo, Bremen)
(budget € 700 000, staff: 5 part-time)
➢ several non-entrepreneur-related activities
➢ to increase number of start-ups and reduce number of failures
   ➢ cooperation with other networks to establish methods of good practice for guidance into self-employment ➢ four-phase-model

Credit Campaign (ATU, Hamburg)
(budget € 220 000, staff: )
➢ creation of solid financial basis for business start-ups
➢ improvement of reputation of immigrant businesses among credit institutions
➢ integration of immigrant businesses into the business landscape

Who is ATU e.V.?
➢ Arbeitsgemeinschaft türkischer Unternehmer und Existenzgründer (Union of Turkish Entrepreneurs and business founders)
➢ founded in 1998 in Hamburg – active in the region of Hamburg
➢ counsels immigrant entrepreneurs and business beginners
➢ acquisition in migrant businesses of apprentice positions
➢ offers specific courses to qualify migrants
Background

- most migrant enterprises are import/export, gastronomy, retailing
- high financial risk businesses
- apparent discrimination against immigrants in crediting institutions

Tasks

- improve the reputation of immigrant businesses at crediting institutions
- enhance the dialogue between entrepreneurs and the crediting economy
- counsel and train business founders for negotiation with banks etc.

Credit Campaign

good practice...

- publication of 10 NEWSLETTERs (published quarterly) in two versions
  - for staff at crediting institutions
  - for migrant entrepreneurs

  contents:
  - a total of 29 examples and portraits of successful entrepreneurs and their businesses
  - informational topics about all matters regarding self-employment

- informational gatherings for business starters
- meetings between bank staff and entrepreneurs/business starters with foreign background to improve the staff’s social competence
Credit Campaign

good practice

- counselling and help during credit negotiations
- poster exhibition “we are Hamburgers”
  - model entrepreneurs demonstrating the great diversity
    of their businesses and ideas
  - shown in shopping malls, City Hall, university etc.
  - European Parliament, Brussels
    (invitation by Vural Öger MP)
  - > 30 000 visitors estimated

Results

- awareness of the problem among credit institutions and politicians
- improvement of dialogue with the major banks through introduction
  of responsible contact persons (mostly immigrants themselves)
- mutual consultations between crediting institutions and ATU
- establishment of new bank departments for immigrant affairs in a
  number of major Banks in Hamburg (Deutsche Bank, Commerzbank)